



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/R Casey/R/US Senate (16759)  
Shorr & Associates (2909)  
D'ETTORRE, MICHAEL  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/R CASEY/D/SEN/PA (134170)  
National/Political  
/06264414

Invoice 623042  
Inv Date 8/26/2012  
Terms Net 30  
Contract 325589  
Bill Type Standard  
Period 7/30/2012 - 8/26/2012

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

CASEY 4 SENATE 8/7  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 8/27/2012 4:54:56PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks: TODAY 7-9A/1</b>								
	Spot	7:00:04AM-Today SI	Day,M-2	08/13/12 7:59AM (Mo)	00:30	Today Show	BCTV1204H	\$500.00	
	Spot	7:00:04AM-Today SI	Day,M-2	08/13/12 8:36AM (Mo)	00:30	Today Show	BCTV1204H	\$500.00	
2.0	<b>Contract Line Remarks: NEWS-TODAY 6A-9A/2</b>								
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/07/12 6:40AM (Tu)	00:30	Channel 11 News 6am	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/07/12 8:27AM (Tu)	00:30	Today Show	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/07/12 8:50AM (Tu)	00:30	Today Show	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/08/12 6:14AM (We)	00:30	Channel 11 News 6am	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/08/12 6:39AM (We)	00:30	Channel 11 News 6am	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/08/12 7:30AM (We)	00:30	Today Show	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/09/12 8:00AM (Th)	00:30	Today Show	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/09/12 8:39AM (Th)	00:30	Today Show	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/09/12 8:57AM (Th)	00:30	Today Show	BCTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/10/12 7:22AM (Fr)	00:30	Today Show	BCTV1204H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/10/12 7:59AM (Fr)	00:30	Today Show	BCTV1204H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day,Tu-3,W-3,Th-3,F-3	08/10/12 8:45AM (Fr)	00:30	Today Show	BCTV1204H	\$600.00	
3.0	<b>Contract Line Remarks: JEOP 7P/3</b>								
	Spot	6:59:29PM-Jeopardy	Day,Tu-1,W-1,Th-1,F-1	08/07/12 7:13PM (Tu)	00:30	Jeopardy	BCTV1202H	\$1000.00	
	Spot	6:59:29PM-Jeopardy	Day,Tu-1,W-1,Th-1,F-1	08/08/12 7:23PM (We)	00:30	Jeopardy	BCTV1202H	\$1000.00	
	Spot	6:59:29PM-Jeopardy	Day,Tu-1,W-1,Th-1,F-1	08/09/12 7:07PM (Th)	00:30	Jeopardy	BCTV1204H	\$1000.00	
	Spot	6:59:29PM-Jeopardy	Day,Tu-1,W-1,Th-1,F-1	08/10/12 7:24PM (Fr)	00:30	Jeopardy	BCTV1204H	\$1000.00	
4.0	<b>Contract Line Remarks: JEOP 7-730P/4</b>								
	Spot	6:59:29PM-Jeopardy	Day,M-1	08/13/12 7:00PM (Mo)	00:30	Jeopardy	BCTV1202H	\$1000.00	
5.0	<b>Contract Line Remarks: WHEEL 730P/5</b>								
	Spot	7:30:04PM-WHEEL (	Per week (2),Tu,We,Th,Fr	08/08/12 7:54PM (We)	00:30	Wheel Of Fortune	BCTV1202H	\$1250.00	
	Spot	7:30:04PM-WHEEL (	Per week (2),Tu,We,Th,Fr	08/09/12 7:49PM (Th)	00:30	Wheel Of Fortune	BCTV1204H	\$1250.00	
6.0	<b>Contract Line Remarks: WHEEL 730P/6</b>								
	Spot	7:30:04PM-WHEEL (	Day,M-1	08/13/12 7:47PM (Mo)	00:30	Wheel Of Fortune	BCTV1204H	\$1250.00	
7.0	<b>Contract Line Remarks: OLY PRIME 8P-12A/7</b>								
	Sports-Oly	7:57:49PM-2012 Oly	Day,Th-1	08/09/12 11:37PM (Th)	00:30	2012 Olympic Summer Games - Primetime	BCTV1202H	\$9000.00	
8.0	<b>Contract Line Remarks: OLY 5A-6P/8</b>								
	Sports-Oly	10:00:04AM-2012 Oly	Day,Sa-2	08/11/12 2:18PM (Sa)	00:30	2012 Olympic Summer Games - Daytime	BCTV1202H	\$1800.00	
	Sports-Oly	10:00:04AM-2012 Oly	Day,Sa-2	08/11/12 4:42PM (Sa)	00:30	2012 Olympic Summer Games - Daytime	BCTV1202H	\$1800.00	
9.0	<b>Contract Line Remarks: OLY 5A-6P/8</b>								
	Sports-Oly	6:00:04AM-2012 Oly	Day,Su-2	08/12/12 7:11AM (Su)	00:30	2012 Olympic Summer Games - Daytime	BCTV1202H	\$1800.00	
	Sports-Oly	6:00:04AM-2012 Oly	Day,Su-2	08/12/12 7:26AM (Su)	00:30	2012 Olympic Summer Games - Daytime	BCTV1202H	\$1800.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$33,150.00	Total Spots	27
Commission	(\$4,972.50)		
Net Total	\$28,177.50		